

EC'd Yes    Last Received: 08/27/2012 11:48 AM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency ( ) MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser ( ) PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office ( ) PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson ( ) ANJIE BRADY
Estimate# 1566	Agency C/P1/P2/E 321/340/1566	Salesperson Phone# 215-567-6005
Buyer CASEY BESSETTE	Flight Dates 10/23/2012 - 10/29/2012	Salesperson FAX# 215-567-5938
Phone#	Hiatus Weeks	
Fax#		

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=\*

--- REMARKS ---

VER 3 ISSUED TO REV PRGM LN 30  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*30	W	730P-8P	ACCESS HOLLYWOOD /	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Buyline Comment: REVISE PRGM												
Sales Remark: V3 REVISE PRGM												
V3 Program Name Change, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct 12:	37 / \$30,200.00	Nov 12:	7 / \$6,050.00
Sales Totals: 44 / \$36,250.00			
Station Totals: 44 / \$36,250.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

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--- CREDIT RISK ---  
CASH IN ADVANCE